



March 20, 2004

Assistant Commissioner of Patents

Washington, DC 20231

PROTEST UNDER 37 CFR 1.291(a)

Re: Point of sale terminal arrangement using television set-top box

US File **20030105679**

Filed: January 3, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20030105679**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained (0007) at the client level (Set Top Box [STB]) in a client-server ad delivery system. (0016) (0041) The appropriate ads are selected through comparison of keywords and other user input with the ad database. (0031) (0043) The ad databases are created at the STB/PVR from a remote server (0041) and updated (0042) at the STB or PVR (0018) connected to users' television monitors. Browsing through selections (0041) which is tantamount to placing a URL or keyword into a browser locator window, then makes a match with ad database (0043) data maintained at the computer STB/PVR in the remotely controlled and updated STB (0041) database and in the event a match is made by comparing selections to the local ad database (0043) an appropriate advertisement is displayed. This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

This embodiment is described in Claims 1, 7, 11 and others. Basing ad display based upon program selection comparisons, profiles or other voluntary users' actions is no different than selecting a URL in a browser or Keyword in a search engine. Whether a cable TV network or the internet (0022) or both, both are electronic communication networks. The system is described in (0007) (0008) (0016) (0018) (0022) (0028) (0031) (0041) (0042) (0043) and others.

The abstract reads in part, "The customer accesses a catalog database of merchandise and inventory using a user interface to point of sale software. The customer may also enter an order using order entry software forming a part of the point of sale software. The catalog database is situated on a disc drive within the set-top box and can be updated from a catalog server as required to maintain accurate inventory and merchandise information in one embodiment. In another

embodiment, the set-top box operates in a client mode to access information from the catalog server."

I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that little prior art was supplied; no prior art was submitted with this filing correlating to the internet, (0022) also an electronic communication system, and only some broad references to server profiling systems. The filers are correct that a targeted system based on program selections, URLs, keywords or voluntary user actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 1/3/2001 filing. The prior art listed all precede any references contained in this Application.

I believe the Examiner should look very closely at the Claims made and judge accordingly.

The screenshot shows a Netscape browser window with the address bar displaying a URL from espacenet.com. The page content includes a sidebar with search options like 'Quick Search', 'Advanced Search', and 'My patents list'. The main content area displays the title 'TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD' and a table of bibliographic data. The data includes the patent number CA2328913, publication date 1999-10-28, inventor ZETMEIR KARL D (US), and applicant ZETMEIR KARL D (US). It also lists the international classification H04MG09 and the application number CA1997/275912. The priority number is US19950022041, 19950417, 1901999US08102, 19960414. The abstract describes a telephone call management computer program that provides both call management features and long distance savings for sponsor companies that wish to advertise to the consumer.

Bibliographic data	Description	Claims	Abstract	INPADOC LEGAL status
Patent number:	CA2328913			Also published as:
Publication date:	1999-10-28			WO9955066 (A1)
Inventor:	ZETMEIR KARL D (US)			EP1076983 (A1)
Applicant:	ZETMEIR KARL D (US)			
Classification:				
International:	H04MG09			
European:				
Application number:	CA1997/275912, 19960414			
Priority number(s):	US19950022041, 19950417, 1901999US08102, 19960414			

View INPADOC patent family

Abstract of CA2328913

A telephone call management computer program that provides both call management features and long distance savings for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically front-loads a long distance carrier's PIC code in front of all long distance calls made from the user computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.

United States Patent: 6,141,010 - Netscape

File Edit View Go Bookmarks Tools Window Help

http://pat.uspto.gov/netaog/nph-Parser?Sec1=PTO1&Sec2=HTDFF&d-PALLip=1&u=/netahtml/tchnum.html Search

United States Patent: 6,141,010

USPTO PATENT FULL-TEXT AND IMAGE DATABASE

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[Bottom](#)

[View Cart](#) [Add to Cart](#)

[Images](#)

(1 of 1)

United States Patent **6,141,010**
Hoyle **October 31, 2000**

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as an advertisement for a stock brokerage). This provides two-tiered, real-time targeting of advertising--both demographically and reactively. The software application includes programming that accesses the server on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.

Pat. No. 6,141,010

Claria - Corporate Overview - Overview - Netscape

File Edit View Go Bookmarks Tools Window Help

http://www.claria.com/companyinfo/ Search

Mail Home Radio News Netscape Search Bookmarks Internet Lookup

Claria - Corporate Overview - Overview

CLARIA.

CORPORATE OVERVIEW

- CORPORATE OVERVIEW
 - Overview
 - News Room
 - Management Team
 - Employment
- ADVERTISE
- PRODUCTS & SERVICES
- CONTACT US

Overview

■ Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 300 Advertisers - including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads - boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

■ History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K. and Asia. Claria is backed by top-tier venture capitalists such as Graylock, Technology Crossover Ventures, U.S. Venture Partners, Investor AB and Crosslink Capital.